IN THE CLAIMS:

1. (Currently Amended) A method for generating a targeted list of prospective customers for a first list purchaser, the method comprising:

providing in a computer-readable medium a database of prospect lists, in which each prospect list is associated with (i) at least one list purchaser who used the prospect list and (ii) for each list purchaser who used the prospect list, data that indicates whether the list was successful based on feedback from the list purchaser;

using a computer system to:

identifying identify, in the database of prospect lists, one or more successful lists of prospective customers in which each such list was used by the first list purchaser and is associated with data indicating that the list was successful for the first list purchaser based on feedback from the first list purchaser;

identifying identify, in the database of prospect lists, at least one other list purchaser who used one or more of the one or more successful lists identified for the first list purchaser;

for each of the at least one other list purchaser, identifying identify, in the database of prospect lists, one or more successful lists of prospective customers in which each such list was used by the list purchaser and is associated with data indicating that the list was successful for the list purchaser based on feedback from the list purchaser; and

providing provide access to the first list purchaser to a targeted list of prospective customers, the targeted list including one or more of the successful lists of prospective customers identified for the first list purchaser and one or more of the successful lists identified for at least one of the at least one other list purchaser.

2. (Currently Amended) The method of claim 1, further comprising using the computer system to:

~~ranking~~ rank the prospect lists identified in the database and associated with the at

least one other list purchaser based on predetermined factors.

3. (Currently Amended) The method of claim 1, further comprising using a computer

system to:

~~removing~~ remove duplicate prospective customers from the targeted list of

prospective customers.

4. (Original) The method of claim 1, wherein the database of prospective customers is a

computer database available over a computer network via client computers to a plurality of

list purchasers.

5. (Currently Amended) The method of claim 1, wherein using the computer system to

provide ~~providing~~ access to the first list purchaser includes using the computer system to:

~~distributing~~ distribute the targeted list of prospective customers to the first list

purchaser.

6. (Previously presented) The method of claim 1, wherein providing access to the first list

purchaser includes

distributing the targeted list of prospective customers to a third party associated

with the first list purchaser.

7. (Original) The method of claim 6, wherein the third party contacts prospective

customers on behalf of the first list purchaser.

8. (Previously presented) The method of claim 6, wherein the third party stores the

targeted list of prospective customers on a storage medium and delivers the storage

medium to the first list purchaser.

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9. (Previously presented) A computer-readable storage medium encoded with processing instructions for directing a computer to:

communicate with a database of prospect lists, in which each prospect list is associated with (i) at least one list purchaser who used the prospect list and (ii) for each list purchaser who used the prospect list, data that indicates whether the list was successful based on feedback from the list purchaser;

identify, in the database of prospect lists, one or more successful lists of prospective customers in which each such list was used by a first list purchaser and is associated with data indicating that the list was successful for the first list purchaser based on feedback from the first list purchaser;

identify, in the database of prospect lists, at least one other list purchaser who used one or more of the one or more successful lists identified for the first list purchaser;

for each of the at least one other list purchaser, identify, in the database of prospect lists, one or more successful lists of prospective customers in which each such list was used by the list purchaser and is associated with data indicating that the list was successful for the list purchaser based on feedback from the list purchaser; and

provide access to the first list purchaser to a targeted list of prospective customers, the targeted list including one or more of the successful lists of prospective customers identified for the first list purchaser and one or more of the successful lists identified for at least one of the at least one other list purchaser.

10. (Previously presented) The computer-readable storage medium of claim 9, further comprising processing instructions for directing the computer to

rank the prospect lists identified in the database and associated with the at least one other list purchaser based on predetermined factors.

11. (Original) The computer-readable storage medium of claim 9, further comprising processing instructions for directing the computer to

remove duplicate prospective customers from the targeted list of prospective customers.

12. (Original) The computer-readable storage medium of claim 9, wherein the database is a computer database of prospective customers available over a computer network via client computers to a plurality of list purchasers.

13. (Original) The computer-readable storage medium of claim 12, wherein the database of prospective customers is coupled to the computer over a computer network.

14. (Currently Amended) A system for implementing a computerized prospect list ~~service~~, the system comprising:

~~a server computer hosting a prospect list service accessible via client computers to a plurality of list purchasers; and,~~

a database of prospect lists, in which each prospect list is associated with (i) at least one list purchaser who used the prospect list and (ii) for each list purchaser who used the prospect list, data that indicates whether the list was successful based on feedback from the list purchaser; <u>and</u>

<u>a server computer configured to provide the prospect list to a plurality of list purchasers via client computers by:</u>

~~the prospect list service being configured so as to:~~

~~identify~~ <u>identifying</u>, in the database of prospect lists, one or more successful lists of prospective customers in which each such list was used by the first list purchaser and is associated with data indicating that the list was successful for the first list purchaser based on feedback from the first list purchaser;

~~identify~~ <u>identifying</u>, in the database of prospect lists, at least one other list purchaser who used one or more of the one or more successful lists identified for the first list purchaser;

for each of the at least one other list purchaser, ~~identify~~ identifying, in the database of prospect lists, one or more successful lists of prospective customers in which each such list was used by the list purchaser and is associated with data indicating that the list was successful for the list purchaser based on feedback from the list purchaser; and

~~provide~~ providing access to the first list purchaser to a targeted list of prospective customers, the targeted list including one or more of the successful lists of prospective customers identified for the first list purchaser and one or more of the successful lists identified for at least one of the at least one other list purchaser.

15-16. (Canceled)

17. (Currently amended) The system of claim ~~15~~ 14, wherein the prospect list ~~service~~ identifies at least one of the at least one other list purchaser based on additional predetermined criteria relating the at least one of the at least one other list purchaser to the first list purchaser.

18. (Previously presented) The system of claim 17, wherein the predetermined criteria concerns a business of the first list purchaser and the at least one of the at least one other list purchaser.

19-32. (Canceled)

33. (Currently Amended) A method for generating a targeted list of prospective customers for a first list purchaser, the method comprising:

using a computer system to:

~~identifying~~ identify, in a computer database of prospect lists, a successful list of prospective customers that was used by the first list purchaser and that is associated with data indicating that the list was successful for the first list purchaser based on feedback from the first list purchaser;

~~identifying~~ identify, in the computer database, at least one other prospect list that includes at least one of the prospective customers included in the successful list of prospective customers for the first list purchaser; and

~~providing~~ provide access to the first list purchaser to a targeted list of prospective customers, the targeted list including at least one of the prospective customers from the at least one other prospect list.

34. (Currently Amended) The method of claim 33, wherein each of the prospective customers stored in the computer database is assigned a unique known party ID and wherein using the computer system to identify ~~identifying~~ the at least one other prospect list includes using the computer system to:

~~identifying~~ identify, in the database, prospective customers that have the same known party ID as the known party ID assigned to at least one of the prospective customers from the successful list of prospective customers for the first list purchaser.

35. (Currently Amended) The method of claim 33, wherein using the computer system to identify ~~the dentifying~~ the at least one other prospect list includes using the computer system to:

~~identifying~~ identify, in the database, prospective customers having at least one attribute similar to at least one attribute of at least one of the prospective customers from the successful list of prospective customers for the first list purchaser.

36. (Currently Amended) The method of claim 33, further comprising using the computer system to:

~~ranking~~ rank the at least one other prospect list identified in the computer database based on predetermined factors.

37. (Currently Amended) The method of claim 33, further comprising using the computer system to:

removing remove duplicate prospective customers from the targeted list of prospective customers.

38. (Currently Amended) The method of claim 33, wherein using the computer system to provide providing access to the first list purchaser includes using the computer system to:

distributing distribute the targeted list of prospective customers to the first list purchaser.

39. (Currently Amended) The method of claim 33, wherein using the computer system to provide providing access to the first list purchaser includes using the computer system to:

distributing distribute the targeted list of prospective customers to a third party associated with the first list purchaser.

40. (Original) The method of claim 39, wherein the third party contacts prospective customers on behalf of the first list purchaser.

41. (Original) The method of claim 39, wherein the third party stores the targeted list of prospective customers on a storage medium and delivers the storage medium to the first list purchaser.

42. (Currently Amended) The method of claim 33, further comprising using the computer system to:

soliciting solicit feedback from the first list purchaser to evaluate success of the targeted list provided to the first list purchaser.

43. (Currently Amended) The method of claim 42, further comprising using the computer system to:

storing store the feedback from the first list purchaser in the computer database.

44. (Canceled)

45. (Previously presented) A computer-readable storage medium encoded with processing instructions for directing a computer to:

    identify, in a computer database of prospect lists, a successful list of prospective customers that was used by the first list purchaser and that is associated with data indicating that the list was successful for the first list purchaser based on feedback from the first list purchaser;

    identify, in the computer database, at least one other prospect list that includes at least one of the prospective customers included in the successful list of prospective customers for the first list purchaser; and

    provide access to the first list purchaser to a targeted list of prospective customers, the targeted list including at least one of the prospective customers from the at least one other prospect list.

46. (Previously presented) The computer-readable storage medium of claim 45, wherein each of the prospective customers stored in the computer database is assigned a unique known party ID and further comprising processing instructions for directing the computer to

    identify, in the database, prospective customers that have the same known party ID as the known party ID assigned to at least one of the prospective customers from the successful list of prospective customers for the first list purchaser.

47. (Previously presented) The computer-readable storage medium of claim 45, wherein the processing instructions for directing the computer to identify the at least one other prospect list includes processing instructions for directing the computer to

    identify, in the database, prospective customers having at least one attribute similar to at least one attribute of at least one of the prospective customers from the successful list of prospective customers for the first list purchaser.

48. (Previously presented) The computer-readable storage medium of claim 45, further comprising processing instructions for directing the computer to

rank the at least one other prospect list identified in the computer database based on predetermined factors.

49. (Original) The computer-readable storage medium of claim 45, further comprising processing instructions for directing the computer to

removing duplicate prospective customers from the targeted list of prospective customers.

50. (Previously presented) The computer-readable storage medium of claim 45, further comprising processing instructions for directing the computer to

solicit feedback from the first list purchaser to evaluate success of the targeted list provided to the first list purchaser.

51. (Original) The computer-readable storage medium of claim 50, further comprising processing instructions for directing the computer to

store the feedback from the first list purchaser in the computer database.

52. (Original) The computer-readable storage medium of claim 51, wherein identifying a successful list of prospective customers for the first list purchaser is based on the feedback from the first list purchaser stored in the computer database.

53. (Previously presented) A computer system for generating a targeted list of prospective customers for a first list purchaser, the computer system comprising:

means for storing a database of prospect lists, in which each prospect list is associated with (i) at least one list purchaser who used the prospect list and (ii) for each list

purchaser who used the prospect list, data that indicates whether the list was successful based on feedback from the list purchaser;

a network interface for connecting the computer system to a computer network, the computer system being accessible over the computer network via client computers to a plurality of list purchasers,

means for providing a user interface comprising controls whereby a list purchaser can access information concerning prospect lists stored in the database, and

means for generating the targeted list for the first list purchaser, the means being configured to:

identify, in the database of prospect lists, one or more successful lists of prospective customers in which each such list was used by the first list purchaser and is associated with data indicating that the list was successful for the first list purchaser based on feedback from the first list purchaser;

identify, in the database of prospect lists, at least one other list purchaser who used one or more of the one or more successful lists identified for the first list purchaser;

for each of the at least one other list purchaser, identify, in the database of prospect lists, one or more successful lists of prospective customers in which each such list was used by the list purchaser and is associated with data indicating that the list was successful for the list purchaser based on feedback from the list purchaser; and

provide access to the first list purchaser to the targeted list of prospective customers, the targeted list including one or more of the successful lists of prospective customers identified for the first list purchaser and one or more of the successful lists identified for at least one of the at least one other list purchaser.

54-55. (Canceled)

56. (Currently amended) The computer system of claim 54 53, wherein the means for generating the targeted list is configured to identify at least one of the at least one other list

purchaser based on additional predetermined criteria relating the at least one of the at least one other list purchaser to the first list purchaser.

57. (Previously presented) The computer system of claim 56, wherein the predetermined criteria concerns a business of the first list purchaser and the at least one of the at least one other list purchaser.

58. (Canceled)